

ABSTRACT OF THE DISCLOSURE

For visually displaying product on the side wall of a product dump table, a store lead-in fixture includes a support structure, a mounting structure, and a presentation structure. The support structure is to be placed in confronting relation to
5 the side wall of the product dump table. The mounting structure is to be placed in operative association with the top edge of the product dump table. The presentation structure is for visually displaying product on the side wall of the product dump table. With this arrangement, the presentation structure may comprise one or more product display shelves and/or one or more product hanging projections.